

# 4PL Vendor Selection and Implementation for a Global Retailer

The client is a multi-brand, global leader in the fashion industry, involved in designing, sourcing, manufacturing, distributing, and marketing footwear, apparel, and accessories across more than 1,100 retail stores, with annual revenues exceeding \$10 billion.

As the organization grew, it faced increasing challenges in managing inbound shipments across its various brands. Logistics and production operations teams lacked visibility into the status of shipments due to fragmented systems. The company began its journey to improve supply chain visibility by creating cross-brand reporting that consolidated shipment data from multiple brand ERPs. However, they soon discovered that several key shipment milestones remained untracked.

To enhance visibility and address these challenges, the company partnered with Clarkston to select a fourth-party logistics (4PL) provider. The 4PL served as a single point of contact for all freight forwarding and logistics activities from factory to warehouse. This initiative included integrating all brand ERPs with the 4PL provider and ensuring seamless data flow into supply chain reporting systems, with scalability to accommodate additional brands as needed.

# Retail Case Study

## PROJECT OVERVIEW



### INDUSTRY:



Retail

### PRODUCT AND SERVICES:



Apparel and Footwear

### PRIMARY OBJECTIVES

- Support vendor selection of 4PL provider
- Integrate brand ERPs with the 4PL provider using the existing integration framework
- Map data elements between each brand and the 4PL to ensure shipment milestones flow through all required systems
- Test and validate reports for Logistics, Production Operations, and Merchandise Planning teams to enhance supply chain visibility

### RESOLUTION

- Created a detailed requirements list outlining the capabilities needed from the 4PL provider
- Developed data mapping documents for the integration framework provider to enable seamless data exchange with the 4PL
- Architected the integration framework in collaboration with the 4PL provider, determining brand-specific data requirements
- Built and managed the project timeline while delivering regular status updates to executive-level stakeholders
- Led testing efforts for both data ingestion processes and reporting tools
- Conducted user training sessions to support successful adoption of the 4PL solution
- Managed hypercare activities to ensure post-launch stability and respond to user feedback

### KEY BENEFITS

- Enabled the Corporate Logistics team to access shipment milestones across all brands, providing visibility they previously lacked
- Enhanced centralized data warehouse for shipping data, now leveraged for ongoing and future reporting needs
- Significantly reduced effort and time for the Production Operations team and Logistics team by enhancing reporting from seven ERP systems into four standardized reports

### KPIs

- Integrated data from 7 distinct brands with 4PL provider
- Developed 50+ integrations with the 4PL provider
- Enhanced data consistency for 17 key shipping milestones, ensuring consistent tracking and reporting across all brands

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